

## The Role of Consumer Standardization When It Comes for Online Marketing

Mahjudin\*, Sumarno\*\*, Adinda Sandra Rosalinda\*\*\*

*University of 17 Agustus Surabaya, Indonesia*

[\\*mahjudin@gmail.com](mailto:mahjudin@gmail.com); [\\*\\*sumarnosby@gmail.com](mailto:sumarnosby@gmail.com); [\\*\\*\\*radindasandra@yahoo.co.id](mailto:radindasandra@yahoo.co.id)

Currently marketing system online is one of the powerful marketing channel role in generation more revenue for the business world. These conditions also pave the way for small business to ente the international market and enjoy benefits such as multinational companies located various parts the world. Advertising in online media strategy to manipulate customers buy is one the techniques used by international companies. As a result, some companies standardization as a driving force in order to attract customers, where standardization is do by designing a product or service as the customer wants. This condition creates a deb between different marketers to choose a useful way to attract customers to satisfy different. Standardization is a component that acts as an incentive for organizations to achieve organizational goals. This also acts as part of the marketing philoshophy as custom satisfaction. In the 21<sup>st</sup> century, consumers are becoming more critical and ask to be treated more particularly on the goods they buy.

This paper focuses on the various problems faced by marketers in terms of online retail and different obstacles faced by consumers when making a decision to buy a product that has been standardized for themselves through online media (internet)